

August 23, 1995

MEMO

TO: José Fontanez
Philip Morris USA

FROM: Henry Cárdenas
Cárdenas/Fernández & Associates

RE: MARLBORO MUSIC PRINT ADS

As the public relations agency for the Marlboro Music Latin concerts it is of utmost importance that Cárdenas/Fernández maintain a positive relationship with all media and in particular the Spanish language publications.

Unfortunately, it is necessary for me to bring to your attention certain instances which have occurred over the past few months which have directly affected our ability to function positively with the media.

- 1) The newspaper "El Sol de San Diego" was scheduled to receive a full page ad to promote the Marlboro Music event at the NAS in San Diego.

Julie Rocha, Editor and Publisher, was informed by Leo Burnett at the last moment that the "creative was not ready" and the ad was canceled. In addition to being the publisher of the top Spanish language newspaper in San Diego, Julie Rocha is also the Regional Director of the National Association of Hispanic Publications.

Julie expressed to me her anger and frustration over losing the ad. Although they published an article before the event, she told me that they would not send anyone to attend or publish any coverage of the event in response to losing the ad.

To make matters worse Julie phoned Tim Luce last week after seeing the ad in a competitive publication in San Diego and now says "John Alvarez of Leo Burnett lied to me when he said the creative

- more -

2070817309

- 2 -

was not ready." Tim had to calm her down over the phone and spoke with her for more than 30 minutes regarding the situation.

She informed him that when she received the photos of the event which Tim sent to her by FedEx she "threw them in the trash" and she said that she "would never publish anything for Philip Morris again." Her main complaint is that she feels she was lied to and taken advantage of.

- 2) Tim Luce also spoke with Mr. Roberto Armendariz, Publisher of Hispania Newspaper, one of two Spanish newspapers in the Denver area.

Mr. Armendariz received an insertion order some weeks back and noticed the publication dates (three full page ads) were after the actual event. He contacted Leo Burnett but was assured the dates were correct. At the last minute he was told the dates were not correct and they canceled all three ads!

The publication did feature extensive information on the Marlboro Music stage at the Colorado State Fair prior to the event and the publisher made a point of meeting me in person at the event to express his concern.

José, I understand that accidents happen and cancellations take place but feel that we need to have some action to clear the Philip Morris name and image it presently has with these publications.

It appears that Julie Rocha would like an apology from Leo Burnett if she was actually lied to regarding her ad. Also, we may have the opportunity to give her publication an ad for the upcoming LA County Fair. We should have budget available since the Nuestro Tiempo Newspaper will publish its last edition on August 30th and was scheduled to receive an ad after that date.

If possible we would also like to have La Prensa Hispana Newspaper included for Los Angeles since they gave us great support for Fiesta Broadway.

José, thank you for your assistance in this urgent matter and please call with any questions you may have.

THANK YOU

2070817310